



B

Marco Camisani Calzolari, aged 42, has been involved in the internet sector for 15 years, as an academic studying communication phenomena, as a writer, and as an entrepreneur.

He has founded several companies in Italy and abroad, both in B2B and B2C areas.

Professor at IULM university, he teaches the course on Corporate Communication and Digital Languages in the Communication, PR and Advertising Faculty.

In Italy he is CEO and Founder of Speakage, a company that develops white label web platforms such as Social Networks, WebTV, Social Media, Viral systems and so on, for major international companies. In the UK he founded Digitalground, a company that produces B2C start-ups which have developed successful websites.

He co-authored the book "Impresa 4.0 - Marketing e Comunicazione Digitale a 4 Direzioni" with Franco Giacomazzi, published by the FINANCIAL TIMES. He is a contributor to specialist magazines Nova - Il Sole 24 Ore, ADV, Pubblicità Italia and others.

He taught Digital Marketing and Communication techniques at the Università Statale di Milano until 2010.

He has been involved in digital innovation since 1994, through publications, articles, conferences, lectureships and above all, directly, through his blog and his active presence on social networks.

He has carried out numerous B2C web projects over the course of his 20-year career: the first Italian social network, Internetworkcity; EnergyBank, the world's first virtual currency; the multiplatform TV/Web talk show [www.digitalk.tv](#); and innovative platforms such as [speakageline.com](#). He also founded the international signature-gathering platform [livepetitions.com](#), now available



Get Adobe Flash Player

Flash must be installed for you to view this video.

agenda **digitale**



[RSS dei post](#)



[RSS dei commenti](#)



[RSS del Live Postroll](#)



[RSS Podcast SpeakageLine](#)



FINANCIAL TIMES

in 10 countries around the world, with the Italian and French versions (www.firmiamo.it and www.jesigne.fr) leaders in their sector.

He is a member of Mensa (the international association for high-IQ individuals), as well as AISM (Italian Marketing Association) and IWA (International Web Association).

He is a member of the board for Innovation in Tourism set up by the Ministry for Tourism.

Lectureships:

Professor at IULM University. He teaches the course on Corporate Communication and Digital Languages in the Communication, PR and Advertising Faculty. [Link](#)
From 2007 to 2010 he lectured in Digital Marketing and Communication techniques at the Università Statale di Milano
Lecturer for the Specialist Masters in Training Management organised by Sole 24 ore (17.12.2010).

Lecturer for the workshop VMWARE – Milan (16.12.2010)

Lecturer for the course “IIR 2.0”, 1.12.2010, Milan

Lecturer for the course “Misurare il web” (“Measuring the Web”), 16.11.2010, Milan

From 2007 to 2010 he was a lecturer for the Masters in “Interactive Digital Communication” – Università Statale di Milano.

Teacher of the JEWC workshop “Innovation in Communication” at the Junior Enterprise World Conference at Bocconi University in Milan.

Teacher of the Master’s course “Innovation Marketing” at the Accademia di Comunicazione in Milan. [Link](#)

Teacher of the course “Social Media Strategy – The Web Tools to Achieve Business Goals” at the International Research Institute.

Teacher of “Social Media Marketing – Marketing Trends, Implications and Strategies Effective on Social Networks”, AISM Marketing School, Milan (24.03.2010).

Teacher at the workshop “Marketing 4.0: Innovating with New Web Tools and Platforms” organized by Confindustria Bergamo (13.04.2010).

Teacher at the workshop focused on digital communication organized by order of the Engineers of Turin Area, Turin (22.04.2010).

Teacher at the workshop “Marketing and Digital Communication” at the University of Milan.

Teacher of the course “Non Conventional Marketing 09”, IIR (International Research Institute).

Teacher of many SMAU workshops.

Teacher at the Ambrosetti workshop “Marketing and 4-Directions Digital Communication”, Milan.

Teacher of the Master’s course “M-aster”.

Conferences & Papers – Highlights:

Speaker at the panel entitled: “Web marketing e sicurezza informatica” (“Web marketing and computer safety”), organised by Assolombarda, Milano (9.11.11)

	
Advertising Online	
	
€ 19.721.963	€ 321.139.224
Dati aggregati per milione di abitanti	



- [Speakage realizza l'applicazione ufficiale del Catalogo IKEA](#)
- [Intervista di oggi](#)
- [2012 fuga da Facebook](#)
- [Speakage realizza la piattaforma casting di Donna Moderna](#)
- [Italia?](#)
- [Oggi su Italia Oggi](#)
- [99.5 Percent Of Social Media Experts Are Clowns](#)
- [Domani aereo alle 7 Milano-Londra](#)
- [Agenda Digitale. Lunedì mattina a Roma presso Forum PA](#)
- [Oggi colazione a Padova. Pranzo a Milano e cena a Londra :\)](#)
- [Altra adesione ad Agenda Digitale: Daniele Capezzone PDL](#)
- [5 maggio](#)
- [iPod touch a mio figlio di 7 anni](#)
- [Intervista di MCC al GR1 RAI](#)
- [La foto di Bin Laden morto è un tarocco](#)



- www.camisanicalzolari.com on [Facebook è un gioco pericoloso](#)
- [Antonio Ferrandina](#) on [Domani si parla di cultura digitale al Tg2 e a Uno Mattina.](#)
- [Batman](#) on [Letiziamoratti.it](#)
- [Del perché non vorrei essere un indigeno digitale | Il Blog di Stefano Epifani](#) on [Nasce il gruppo degli Esploratori digitali](#)
- [Giack](#) on [Compro tempo. Pago bene in contanti :\)](#)
- [Fior di Risorse Network - Persone al Centro](#) on [Socialsalvin Spot](#)



Overo i migliori post tra quelli che ho appena letto e selezionato per questo spazio.

- [Ecco perchè l'auto di Steve Jobs non aveva la targa](#) from [melamorsicata](#)
- [Qurami: l'app che promette di aiutarci ad evitare...](#) from [iPhone Italia - Il blog italiano sull'Apple](#)
- [MyInterview, un'app per iPad per chi effettua interviste](#) from [melamorsicata](#)
- [HoloDesk: More Augmented Reality ProOn](#) from [MAKE](#)
- [L'app per smartphone che salva dall'infarto](#) from [Tecnocino](#)
- [Ultimate Hot Wheels Track Goes On and On \[Video\]](#) from [Nerd Approved - Gadgets and Gizmos](#)
- [Federico Faggin e i 40 anni del microprocessore, video...](#) from [Tecnocino](#)
- [Come costringere Facebook a darti tutti i tuoi dati...](#) from [Luca Mercatanti](#)
- [Quanto costa \(e consuma\) un computer spento?](#) from [Luca Mercatanti](#)
- [TieSight, impara a fare il nodo alla cravatta con...](#) from [melamorsicata](#)
- [Doxie Go, lo scanner portatile per iPhone](#) from [melamorsicata](#)
- [9to5Mac: ecco perchè Apple ha lanciato l'iPhone 4S...](#) from [impresa 4.0 - Google Ricerca Blog](#)
- [Newsstand accessibile](#)

Moderator at the conference entitled: "Dall'advertising all'engagetising: come coinvolgere gli utenti nel mondo dell'advertising social" ("From advertising to engagetising: involving users in adverting social world"), Blend Tower, Piazza 7 Novembre Milano, (22.9.11)

Speaker at the event entitled: "2012: Fuga da Facebook" ("2012: Escape from Facebook"), inside the Social Media Week, Milan, (21.9.11)

Speaker at the event entitled: "Frecciarossa Start-up", inside the e-festival, Milan-Rome (13.9.11-14.9.11). [Link](#)

Speaker at the panel entitled: "E-commerce e Veneto: un felice connubio" ("E-commerce and Veneto: a wealthy marriage"), inside the event: "Netcom E-commerce Forum", Vega Parco Scientifico Tecnologico, Antares Pavilion, Venice (14.06.11)

Speaker at the event entitled: "Festival Radio Universitarie", Calabria University, Cosenza (25.5.11)

Speaker at the event entitled: "Forum PA", Fair of Rome (10.5.11)

Speaker at the event entitled: "Cenacolo di Piccola Industria", organised by Gruppo Piccola Industria of Confindustria Verona (4.5.11);

Speaker at the conference entitled: "Ottimismo digitale", ("Digital Optimism") Villa Recalcati, Piazzale della Libertà 1, Varese (7.5.11);

Speaker at workshop entitled "Summit Marketing e Comunicazione", ("Marketing and Communication Summit"), Hotel Ambasciatori, Roma (13.3.2011);

Speaker for the project entitled: "Network Management 2 - Reti e sviluppo di una nuova managerialità", ("Network Management 2 - Networks and development of a new management"), Confindustria Veneto Siav, Via Torino 151/C, Mestre (6.4.11);

Speaker for the Roadshow events organised by Confindustria Veneto, from 31.3.11 to 19.5.11. Stages: Belluno and Treviso (31.3.11); Vicenza s (14.4.11); Verona and Padova (5.5.11); Rovigo and Venezia (19.5.11).

Speaker at the event etitled: "Executive Summit sul Marketing e la Comunicazione" ("Exectuive Summit about Marketing and Communication"), Peschiera del Garda, (30.3.11).

Speaker at event entitled: "La Geocalizzazione: la terza rivoluzione del Marketing tra web e territorio" ("Geolocalisation: the third revolution on Marketing between Web and Environment"), Milano, (16.2.11).

Speaker at "VMWARE Four Points" Event, via Cardano 1, Milano (16.12.2010).

Moderator at the conference entitled: "Cosa fareste con 300 MB di banda larga?" ("What would you do with 300 MB of broadband?"), Vega, Parco scientifico e tecnologico di Venezia (26.11.2010). [Link](#)

Speaker at the "Btobe" conference, Potenza (21.11.2010). [Link](#)

Speaker at "Symantec: Security Black Market" convention, Spazio Antologico, East End Studios, via Mecenate 84/10,

- Daniele on [Compro tempo. Pago bene in contanti :\)](#)
- ammonite on [Compro tempo. Pago bene in contanti :\)](#)
- Sabrina on [Compro tempo. Pago bene in contanti :\)](#)
- Matteo Foà on [Compro tempo. Pago bene in contanti :\)](#)
- [Una tassa per depenalizzare il P2P?! - The New Blog Times](#) on [Marco Camisani Calzolari e Edoardo Colombo hanno redatto un decalogo propositivo per un'agenda digitale italiana](#)
- markit on [Marco Camisani Calzolari e Edoardo Colombo hanno redatto un decalogo propositivo per un'agenda digitale italiana](#)
- [Tweets that mention Marco Camisani Calzolari e Edoardo Colombo hanno redatto un decalogo propositivo per un'agenda digitale italiana - Marco Camisani Calzolari -- Topsy.com](#) on [Marco Camisani Calzolari e Edoardo Colombo hanno redatto un decalogo propositivo per un'agenda digitale italiana](#)
- [Roberto](#) on [Speech/show - Il Nuovo Mondo digitale](#)
- [aghost](#) on [Speech/show - Il Nuovo Mondo digitale](#)

December 2011

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

« Nov



- [November 2011](#)
- [October 2011](#)

- dai dispositivi con iOS from [melamorsicata](#)
 - [Intel CPU Upgrade: aumento della frequenza a pagamento](#) from [Hardware](#)
 - [Gli albergatori vorrebbero censurare le recensioni](#) from [Zeus News - Home](#)
 - [Censimento e banda larga: il disservizio del successo](#) from [Crossroads](#)
 - [Whole Earth Catalog: ecco dove è nato "Stay hungry...."](#) from [melamorsicata](#)
 - [Steve Jobs e quel posto riservato, vuoto, durante...](#) from [iSpazio - IL Blog Italiano per le Notizie sull](#)
 - [Samsung e Google cancellano l'evento per Android in...](#) from [melamorsicata](#)
 - [Esci da quella macchina!](#) from [manteblog](#)
 - [Fare logout da facebook non basta](#) from [a Quinta 's weblog : un Blog di Stefano Quin](#)
 - [Privatizzare i numeri del telecomando ?](#) from [a Quinta 's weblog : un Blog di Stefano Quin](#)
 - [C'È CHI DICE NO \(SULL'ALTARE\) - SANGUE CALDO A BARI...](#) from [Dagospia](#)
 - [Perché la banda larga non è una priorità](#) from [a Quinta 's weblog : un Blog di Stefano Quin](#)
 - [Combattere l'evasione 2.0](#) from [Vittorio Pasteris](#)
 - [Su come WhatsApp porrà fine alle tue relazioni sessuali](#) from [iPhone Italia - Il blog italiano sull'Apple](#)
 - [L'access point per telefono satellitare](#) from [Zeus News - Home](#)
 - [Android è per i taccagni e pessimisti; iPhone è per...](#) from [Melablog.it](#)
 - [M thru F: First World Work Problems](#) from [EPIC FAIL Funny Videos and Epic Fail Funny Pictu](#)
 - [Don't Throw Email Marketing Out of the Mix, Not Yet](#) from [The Buzz Bin](#)
- [View all »](#)



- [30 seconds to Tambu](#)
- [Alessandro Ascione](#)
- [Alex di Martino](#)
- [AmicidiLorenzo](#)
- [Andrea Beggi](#)
- [Antonio Palmieri](#)
- [attivissimo.blog](#)
- [Blaa Ufficiale](#)

20100, Milan (11.11.2010). [Link](#)

Speaker at the international convention “The New Communication and Its Impacts on Information”, Auditorium Giò Ponti, Assolombarda, Via Pantano, 9, Milan (23.10.2010). [Link PDF](#)

Speaker at the convention “The Path of Improvement: From the Environment to the Company”, Assolombarda, Sala Falck, Via Chiaravalle, 8, Milan (19.10.2010). [Link](#)

Speaker at the convention “The Retail and Proximity Marketing Expo & Conference”, Hotel de la Ville, Via Hoepli, 6, Milan (14.10.2010).). [Link](#)

Chairman at the convention “Social Media: Strategy not Magic”, Palazzo Castiglioni presso l’Unione del Commercio, in C.so Venezia, 49 20121, Milan (24.09.2010).

Speaker at the workshop “Social Media for Business”, Milan (23.09.2010). [Link](#)

Speaker at the event “Fashion for Juliet”, Verona (17.09.2010).

Speaker at the AISM convention “Let’s Talk about Web: What’s New?”, Fieramilanocity (13.05.2010). [Link](#) - [Link 2](#)

Speaker at the convention “Basel 3: Banks and Companies towards 2012 – Scenarios after the Crisis, the Regulation News, Concrete Steps for Banks and Companies Today”, Roma, Palazzo dei Congressi (04.05.2010). [Link](#)

Speaker at the convention “ Meet the Media Guru: Moeed Ahmad, Head of New Media, Al Jazeera Arabic – The Support of New Technologies to the Improvement of Communication Industry, Al Jazeera Case, Palazzo Giureconsulti, Piazza Mercanti, 2 Milan (26.04.2010).). [Link](#)

Speaker at the convention “ 1st Cloud Computing and Virtualization Strategies 2010, How to Take Advantages and Make Business from the Clouds – Challenges and Opportunities for .IT powered by Business International (26.03.2010). [Link](#)

Speaker at the convention “Launch of New Products and Brands through Viral and Buzz Marketing”, powered by Business International (11-03-2010).

Speaker at the convention “Strategic Marketing Innovation – Today’s Top Secrets of Marketing Innovation (and the Crucial Drivers)”, powered by Business International (25.02.2010). [Link](#)

Speaker at the convention “SaaS 2010. Which Are the New Business Opportunities Given by Software as a Service (SaaS) and Which Are the Winning Strategies? ”, powered by Business International (23.02.2010). [Link](#)

Speaker for different panels at Venezia Camp 2010 (22.01.2010).

Speaker at the convention “Strategies for Global Communication: Enterprise 2.0 & Social Media Marketing”, Parma (20.01.2010).

Speaker at Confindustria in Bergamo Workshop: “4.0 Marketing: Innovating with Tools and Platforms of New Web”, Bergamo, 2010.

Speaker at the workshop “Web Marketing and 4 Directions Digital Communication”, Engineers Order of Turin, Turin, 2010.

Speaker at “Anes Forum 2009”, Milan (24.09.2009)

Speaker at “Word of Mouth – Summit 2009” (22 and 23.07.2009).

- [September 2011](#)
- [July 2011](#)
- [June 2011](#)
- [May 2011](#)
- [April 2011](#)
- [March 2011](#)
- [February 2011](#)
- [January 2011](#)
- [November 2010](#)
- [October 2010](#)
- [September 2010](#)
- [August 2010](#)
- [July 2010](#)
- [June 2010](#)
- [May 2010](#)
- [April 2010](#)
- [March 2010](#)
- [February 2010](#)
- [January 2010](#)
- [December 2009](#)
- [November 2009](#)
- [October 2009](#)
- [September 2009](#)
- [August 2009](#)
- [July 2009](#)
- [June 2009](#)
- [May 2009](#)
- [April 2009](#)
- [March 2009](#)
- [February 2009](#)
- [January 2009](#)
- [December 2008](#)
- [November 2008](#)
- [October 2008](#)
- [September 2008](#)
- [August 2008](#)
- [July 2008](#)
- [June 2008](#)
- [May 2008](#)
- [April 2008](#)
- [March 2008](#)
- [February 2008](#)
- [January 2008](#)
- [December 2007](#)
- [November 2007](#)
- [October 2007](#)
- [September 2007](#)
- [August 2007](#)
- [July 2007](#)
- [June 2007](#)
- [May 2007](#)
- [April 2007](#)
- [March 2007](#)
- [February 2007](#)
- [January 2007](#)
- [December 2006](#)
- [November 2006](#)
- [October 2006](#)
- [September 2006](#)
- [August 2006](#)
- [July 2006](#)
- [June 2006](#)
- [May 2006](#)
- [April 2006](#)
- [March 2006](#)
- [February 2006](#)

- [Coolstreaming](#)
- [brain2brain](#)
- [Brodo Primordiale](#)
- [Business e conoscenza](#)
- [connesso.org](#)
- [DallaParteDiChiGuida](#)
- [digital||divide](#)
- [DiploD](#)
- [dot - coma *:o\)](#)
- [Firmiamo](#)
- [Francesca Bardelli](#)
- [Franco Giacomazzi](#)
- [Funky Professor](#)
- [InTheWeb!](#)
- [Il blog del Mestiere di Scrivere](#)
- [Il Giulivo](#)
- [jtheo 2.0](#)
- [LavoroDaFilosofo](#)
- [Luca De Biase](#)
- [Marco Cattaneo](#)
- [Marketing Usabile](#)
- [Mash-ups in italy](#)
- [Max-Web](#)
- [Nicola Sità](#)
- [Pandemia](#)
- [Paolo Valdemarin](#)
- [Pensierineccesso](#)
- [Quinta’s weblog](#)
- [Robin Good](#)
- [Silvio Berlusconi](#)
- [SpeakageLine](#)
- [Stefano Epifani](#)
- [Stefano Vitta](#)
- [Teladuepuntozero](#)
- [Tiziano Fogliata](#)
- [Tommaso Tassarolo](#)
- [TuoVideo.it](#)
- [Vittorio Pasteris](#)

CRM

- [DigiTalk](#)
- [Firmiamo](#)
- [Speakage](#)
- [SpeakageLine](#)
- [TuoVideo.it](#)

Speaker at Wordcamp with the speech "Thank God It's Friday" (22.05.2009). [Link](#)

Speaker at the launch of his book "Impresa 4.0" ["Enterprise 4.0"] in Intesa SanPaolo Formazione, Napoli (27.04.2009)

Speaker at De-Jam, Milan (25.04.2009).

Speaker at the launch of his book "Impresa 4.0" ["Enterprise 4.0"] at "Ordine dei Giornalisti del Piemonte", Ceriana-Maineri Palace, Corso Stati Uniti, 27 - 10128 Turin (5.02.2009).

Speaker at the launch of his book "Impresa 4.0" ["Enterprise 4.0"] and the 4 Directions Model at the Chamber of Commerce in Sondrio, "G.B. Martinelli" lecture room (Via Piazzi 23) (3.02.2009). [Link](#)

Speaker at the Wordcamp "Internet and Jobs - Web Marketing and Digital Communication for Companies".

Speaker at the launch of his book "Impresa 4.0" ["Enterprise 4.0"] at OmniComExpo in Rome.

Speaker at Codex Development Agency in Turin.

Speaker at the Gecod event in Bologna.

Speaker at the SS&C event, Varese (10.11.2009).

Speaker at Relatore in the panel discussion organized by Assorel and Ferpi for COM-PA, Spazio Forum, Milan (4.11.2009).

Speaker at the convention "Digital Signage Content & Technology Strategies: The New Frontiers of Advertisement Communication", powered by Business International, Milan (30.10.2009).

Speaker at the Creativity Festival in Florence.
<http://2009.festivaldellacreativita.it/>

Speaker at SS&C event, Varese (10.11.2009).

Speaker at the IIR convention "Non Conventional Marketing", Milan. [Link](#)

Speaker at the WOM convention, Sol Melià, Milan.

Speaker at the International Science Media Fair in Trieste.

Speaker at the Corecom Convention "Mediatic Triboos", Trieste all'interno at Trieste Fest 2008.

Speaker at OmniCom Expo Conventions at OmniCom Expo, Roma Fair.

Speaker at EBA Forum, Fieramilanocity, at the workshop "The Innovation?", Strategies and Tools for Business.

Chairman and speaker at the "Marketing & Enterprise 2.0" convention, Milan (19.06.2008). [Link](#)

Speaker and moderator at the TwentyFour / 7 Innovation event in Turin (12.06.2008). [Link](#)

Speaker at Rounded Minds, Wiki-Business Press Room, via Carducci 17, Milan (29.05.2008). [Link](#)

Speaker at La Spezia Fair. SPIfiera-1°Rooms Services for Enterprises (speech focused on the New Web for Communication and Marketing).

Chairman of "Companies and Web Professionals", Internet Code, Internet Tour, Milan, Teatro dell'Arte; Ottagono Galleria Vittorio Emanuele II. [Link](#)

Speaker at the Innovation Circus in Giurieconsulti Palace in Milan with a speech about the 4 Directions Model: "Inside -Outside, Outside-Outside, Inside-Inside, Outside -Inside". [Link](#)

Speech about marketing and digital communication at SEOLAB. [Link](#)

Speech about marketing and digital communication at SMAU

Fair, Milan. [Link](#)

Speaker at the launch of his book "Impresa 4.0" ["Enterprise 4.0"] at Politecnico di Milano.

Speaker at Innovative Day. [Link](#)

Speaker and moderator at the Brand Leadership

Summit. [Link](#)

Speaker at the panel discussion: "Innovative Cooperation 2.0". [Link](#)

Speaker at the convention "All about Next Generation Network Access in Italy", Hotel Le Meridien Gallia, Milan.

Speaker and moderator at the First Brand Leadership

Summit, Milan.

Speaker at "Innov-IT" at Enterprise Hotel, Corso Sempione 91, Milan.

Speaker at "Marketing Camp - Using the Correct Digital Tools".

Speaker at the "Marketing and Innovation Convention", Fondazione Stelline Convention Centre, Corso Magenta 61, Milan.

Speaker and chairman at the conventions "The Real Improvement Opportunities of Entertainment Market: First Results" and "The Real Opportunities of Interactive Advertising in Reaching and Involving a More and More Demanding and Aware Public", IPTV Forum, Milan.

Speaker and chairman at the convention "Marketing of Research", CNR, Research Area of Bologna, Bologna.

Speaker at the Second Marketing Camp: "Innovation and Creativity: From Researches to Vision 2.0", at Lorenzo Marini Associates, Via Tortona, 15, Milan.

Speaker and chairman at "Web2.0ltre" [Beyond Web 2.0], where he led the panel: "Show me the money: back to investment and revenue model in 2.0 Web and in the Italian and global market".

Speaker at Marketing Camp 3 at the Business Palace in Giureconsulti, via Mercanti, 2, Milan. Programme: [Link](#)

Speaker at the Innovation Circus and Innovative Day at the Business Palace in Giureconsulti, via Mercanti, 2, Milan. [Link](#) - [Link 2](#)

Speaker at Rimini TTG.

Speaker at Romagna Business Club in Forlì. [Link](#)

Teacher at the SMAU Workshop about New Digital Marketing.

Chairman of the "Movement Event" of Oracle, Bologna CNR, RFID and Mobility Solutions. [Link](#)

Speaker at the workshop "iteam5.net" about ICT. [Link](#)

Speaker at the workshop: "CommunicActive - Communication and Marketing Master". [Link](#)

Main Publications:

"4.0 Business - The 4 directions digital marketing" ["Impresa 4.0 - Marketing e comunicazione digitale a 4 direzioni"], Franco Giacomazzi and Marco Camisani Calzolari, Financial Times.

Main Articles:

"The question" ["La domanda"], ADV, 2009.

"They stole my identity!" ["Mi hanno rubato l'identità"], ADV, 2009.

“Facebuc”, ADV, 2009.

“The Web I really use” [“La rete che uso davvero”], ADV, 2009.

“Those new Web companies” [“Quelle aziende del nuovo web”], Il Sole 24 Ore – Nova, 2008.

“Directions of communications” [“Direzioni di comunicazione”], Il Sole24Ore – Nova, 2008.

“2.0 Efficiency” [“Efficienza 2.0”], ADV, 2007.

“The finger and the moon” [“Il dito e la luna”], ADV, 2007.

“Television is more and more Web-like” [“E’ sempre più web la televisione”], Il Sole 24 Ore – Nova, 2007.

“The event? Let’s plan it digitally” [“L’evento? Si organizza in digitale”], Il Sole 24 Ore – Nova, 2007.

“The knowledge spread through RSS” [“Conoscenza condivisa via RSS”], Il Sole 24 Ore – Nova, 2007.

“Shared bookmarks” [“Bookmark condivisi”], Il Sole 24 Ore – Nova, 2007.

“(Internal) 2.0 Corporate Communication – Communicating in the company with innovative tools” [“Comunicazione corporate 2.0 (interna) – Comunicare internamente in azienda con strumenti innovativi”], Il Sole 24 Ore – Nova, 2006.

“2.0 Corporate Communication – free multimedia digital innovating marketing” [“Comunicazione corporate 2.0 – free multimedia marketing digitale innovativo”], Il Sole 24 Ore – Nova, 2006.

“2.0 Corporate Communication – from outside to inside” [“Comunicazione corporate 2.0 – da fuori a dentro”] Il Sole 24 Ore – Nova, 2006.

“Voip at hand” [“Il Volp a portata di mano”], Il Sole 24 Ore – Nova, 2006.

“Getting whatever people say about yourself in the web” [“Recuperate nel Web tutto quello che dicono di voi”], Il Sole 24 Ore – Nova, 2006.

“2.0 Communicating in companies” [“Comunicare in azienda 2.0”], Il Sole 24 Ore – Nova, 2006.

“Crossmedia sense of the RSS” [“Il senso crossmediale dell’Rss”], Il Sole 24 Ore – Nova, 2006.

“The mobile is a navigator” [“Il cellulare è un navigatore”], Il Sole 24 Ore – Nova, 2006.

Web & digital:

CEO & Founder of Speakage since 2003.

In 2007 he developed www.LivePetitions.com, a platform that allows petitions to be created and signed all over the world.

In 2007 he developed www.Speakageline.com, a platform that allows audio and video messages to be posted on blogs directly from mobile phones.

In 2007 he developed TuoVideo, described by the press as the “Italian YouTube.”

In 2007, for Forza Italia, he designed the online activities for the project www.rivotiamo.it

In 2005 he designed the multimedia section of the exhibition “Il Grande Cantiere Italia” ([link](#)). This was an audio-visual exhibit allowing visitors to discover all aspects of the planning and development of major civil engineering projects in Italy. From 2004 to 2005 he was communication and internet

consultant for the Ministry of Infrastructure and Transport (link) , and worked on developing the Ministry's website. From 1998 to 2006 he provided consulting services for several companies in the UK, including RESOUND. In 2003 he published Metamondo, the manifesto for digital freedom, which in 2004 developed into Metamondo ~ Il Blog~ (link), to which his personal blog was later added (link) In 2001, with Ibiz Group s.a. (Luxembourg), he founded UnoPortals S.p.A. and as an entrepreneur he devised and produced MatrimoniOnline.com, Radio 3210.com, ParlamentOnline, AudioRete and other innovative projects. In 1998, in partnership with Alchera, he designed and created the first Italian MTV website, which won the Il Sole 24 award for best website. He also designed websites for, among others: Radio 105, Radio Montecarlo, Radio Capital, for several Radio RAI programmes and other national media. In 1996 for Claudio Cecchetto at Radio Capital, he created the w/strong>

In 2000 the Centro Studi Comunicazione Cogno in Rome awarded him the prize for "Excellence in Communication" With Speakage he won the Interactive Key award for producing the talking website www.Genialloyd.it In 1998 he was awarded the Mediastar prize for producing the Radio 105 website. The MTV website that he designed won the Il Sole 24 ore WWW award.

Other activities:

In 2005 and 2006 he coproduced (with E-TV, on SKY channel 817) the talk show //DigiTalk, which he also hosted. The talk show was broadcast daily at 11pm on SKY channel 817 (repeated at 8.25am), on the website www.digitalk.tv and on UMTS TIM mobile phones. From August to September 2005, for E-TV (SKY channel 817) he presented the special, "Interviste con il Ministro" ("Interviews with the Minister"). This was a series of episodes in which he interviewed the Minister for Innovation and Technology, Lucio Stanca. In 2004-2005, he authored the TV programme for Mediaset entitled Ultima Razzia ("The Last Raid"), presented by Patrizio Roversi and Syusy Blady and broadcast on Rete4. From September 2001 to January 2002 he presented the TV programme "MisterWeb", broadcast at 7.30pm on LA7. In 2002 he presented the TV programme "Il Popolo Della Rete" ("People of the Web"), broadcast live on REALLIFE-TV, in which he interviewed key players in the international digital sector. In 2000, he produced Radio3210.com, Italy's first on-demand radio station with a schedule of brand new formats which could be downloaded on demand, 5 years ahead of podcasts.

Freddy Nietzsche » Cristoforo! Speciale Blogfest (ovvero le tremebonde avventure di un consulente informatico nella terra dell'inglese) on 16 September 2008 at 11:15 am

Leave a Reply

Your email address will not be published. Required fields are marked *

Name *

Email *

Website

Comment

You may use these HTML tags and attributes: `` `<abbr title="">` `<acronym title="">` `` `<blockquote cite="">` `<code>` `<del datetime="">` `` `<i>` `<q cite="">` `<strike>` ``



Marco Camisani Calzolari

Professor of Digital Languages, IULM University of Milan - Founder of DigitalGround (London) & CEO of Speakage (Milan)

EvoLve theme by Theme4Press • Powered by WordPress